

ON Monday, January 7, the ODP distributed three documents:

PEM Date by County;

2018 Election Post Mortem by County in memo form;

2018 Election Post Mortem by County as a PowerPoint presentation.

The final two documents are aptly named given the definition of “post mortem”: an examination of a dead body to determine the cause of death.

The only problem: the ODP refuses to admit that for the second consecutive election cycle the patient died.

Instead, we’ve been subjected to a blizzard of statistics intended to both divert our attention from the corpse laying on the autopsy table and create the impression that the party and the independent expenditure groups that spent tens of millions of dollars to win, lost.

My attention hasn’t been diverted and I’m simply not buying what the Party leadership is selling—and neither should you. Because if we do, one thing is certain, nothing will change in months and years ahead which means Democrats will continue to do what we’ve done far too often for far too long: get our asses kicked.

I’m preparing a detailed response to the ODP’s post-mortem and will distribute it soon. I will, however, grant the Party and the IEs this, they did a great job of executing their campaign plan and strategy—something demonstrated by the PEM document.

I’ve attached an amended version of the PEM report to this email. I added the results of the gubernatorial election. It’s easy to see that the ODP knew how to do one thing: put postage and an address on a lit piece.

Here’s what they clearly did not know how to do: create a lit piece that convinced people to vote Democratic.

But what does it mean when a flawlessly executed plan/strategy fails? We all know the answer: it means the plan was fatally flawed in 2018 just as it was in 2016.

And it means that the people who crafted those incredibly flawed plans can’t be left at the helm.

We need leaders who bring innovative thinking and a fresh perspective to the table. We need leaders who understand that mobilization without message is a formula for disaster. It’s no accident that Rich Cordray won only one more county than Hillary Clinton. In the two years between those elections we did nothing to bring blue collar workers home and failed to motivate critical core constituencies.

While the ODP touts the increase in turnout across the state, the Party is leaving out important details. For instance, while turnout was up in Cuyahoga County overall, it was between 7% and 45% in 276 precincts. Cordray won them all, many by large margins, but thousands of votes were literally left on the table because although those voters were contacted multiple times, they weren’t motivated to cast a ballot. And the problem wasn’t limited to Cuyahoga County—across the state 926 precincts had turnout rates of 45% or less. Cordray won the vast majority of them,

and that means tens of thousands of votes that should have gone to Cordray were wasted because those voters weren't compelled to go to the polls or send in their absentee ballot.

I'll have more to share in the days and weeks ahead, but I thought it was important to provide some context for the PEM chart. I know that many of you share my concern for the future of our Party, our communities, our state, and our nation. It's time to discuss those concerns and formulate plans that will enable us to address them and, most importantly, win.